大数据在中国

个人和企业的转型与变革！

赵伟 著



大数据给了中国企业与个人哪些新机遇？
一场关于思维、工作与生活上自我变革！

《给你一个团队，你能怎么管？》作者突破之作！

也许是迄今为止最易懂、最实用的大数据类图书！

江苏文艺出版社
JIANGSU LITERATURE AND ART PUBLISHING HOUSE

大数据在中国

BIG DATA IN CHINA

大数据在中国

BIG DATA IN CHINA

大数据在中国

赵伟
著

BIG DATA IN CHINA

江苏文艺出版社
JIANGSU LITERATURE AND ART
PUBLISHING HOUSE

□□□□□□(CIP)□□
□□□□□□ / □□□. — □□ : □□□□□□□, 2014
ISBN 978-7-5399-7375-3
Ⅰ. ①□… Ⅱ. ①□… Ⅲ. ①□□□□□□□□□□
□□□□□□□□ Ⅳ. ①F279.23-39
□□□□□□□CIP□□□□(2014)□088379□

□□ □□□□□□
□□ □□
□□□□ □□□
□□□□ □□
□□□□ □□□
□□□□ □□□
□□□□ □□□□□□□□□□□□
□□□□□□□
□□□□□ □□□□□□165□□□□□210009
□□□□□ http://www.jswenyi.com
□□ □□□□□□□□□□□□
□□ □□□□□□□□□□□□
□□ 700□□×1000□□ 1/16
□□ 19.5
□□ 209□□
□□ 2014□6□□1□ 2014□6□□1□□□
□□□□ ISBN 978-7-5399-7375-3
□□ 35.00□
□□□□□□□□□□□□□□□□□□□□□□□□□□

[illegible]

[illegible]
[illegible]
CHAPTER 1 [illegible]
- FB[illegible]——[illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

CHAPTER 2 [illegible]
- [illegible]
- [illegible]——[illegible]
- [illegible]——[illegible]
- [illegible]

CHAPTER 3 [illegible]
- [illegible]
- [illegible]——[illegible]
- [illegible]“[illegible]”[illegible]“[illegible]”
- [illegible]
- [illegible]

CHAPTER 4 [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- 360[illegible]
- [illegible]

CHAPTER 5 [illegible]
- [illegible]
- [illegible]
- [illegible]
- “[illegible]”——[illegible]

CHAPTER 6 [illegible]
- [illegible]——[illegible]

[illegible]
[illegible]
[illegible]
CHAPTER 7 [illegible]
[illegible]“[illegible]”
[illegible]——[illegible]
[illegible]
CHAPTER 8 [illegible]
[illegible]
[illegible]
[illegible]
[illegible]——[illegible]
CHAPTER 9 [illegible]
[illegible]——[illegible]
[illegible]
[illegible]——[illegible]
[illegible]
[illegible]
CHAPTER 10 [illegible]
[illegible]
[illegible]
[illegible]
[illegible]——[illegible]
[illegible]——[illegible]
[illegible]
CHAPTER 11 [illegible]
[illegible]——[illegible]
[illegible]——[illegible]
[illegible]——[illegible]
[illegible]——[illegible]
[illegible]——[illegible]
[illegible]

[illegible] [illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]

[illegible]

[illegible]2012[illegible]2[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]Facebook[illegible]Twitter[illegible]360[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]Big Data[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]90%[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]19[illegible]

[illegible]

[illegible]360[illegible]——[illegible]

[illegible]

1.[illegible]

2.[illegible]

3.[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]GPS[illegible]

[illegible]WLAN[illegible]3G[illegible]ATM[illegible]

[illegible]——[illegible]

[illegible]

[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]IT[illegible]“[illegible]15[illegible]15[illegible]”

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

2014[illegible]10[illegible] [illegible]

CHAPTER 1

FB[illegible]——[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]IP[illegible]IP[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

“[illegible]”

[illegible]ADT[illegible]

[illegible]

● [illegible]

[illegible]8[illegible]ASCII[illegible]EBCDIC[illegible]“[illegible]”[illegible]

↓

● [illegible]

[illegible] 138 [illegible]

↓

● [illegible]

[illegible] —— [illegible] —— [illegible]

↓

● [illegible]

[illegible]

↓

● [illegible]

[illegible] —— [illegible]

[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]Twitter[illegible]133TB[illegible]——[illegible]

[illegible]

[illegible]2000[illegible]——[illegible]300TB[illegible]“[illegible]”

[illegible]——[illegible]2006[illegible]2010[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]Raik[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]4[illegible]V[illegible](Volume)[illegible](Velocity)[illegible](Variety)[illegible](Value)[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

1.[illegible]

2.[illegible]

3.[illegible]

4.[illegible]

[illegible]——[illegible]

☆[illegible]

[illegible]

IBM[illegible]“[illegible]”

IBM[illegible]

[illegible]“HyRef”([illegible])[illegible]30[illegible]15[illegible]

[illegible]

☆[illegible]

[illegible]——[illegible]

[illegible]3EB[illegible]——[illegible]

[illegible]10[illegible]100[illegible]

[illegible]

[illegible]

2013[illegible]EOA[illegible]300[illegible]49%[illegible]

[illegible]38%[illegible]27%[illegible]

[illegible]76%[illegible]IT[illegible]

[illegible]2012[illegible]

[illegible]“[illegible]”[illegible]

[illegible]56%[illegible]39%[illegible]

“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]Intel[illegible]

[illegible]1968[illegible]1971[illegible]Hadoop[illegible]Hbase[illegible]HDFS[illegible]Intel Hadoop Manager 2.0[illegible]

2012[illegible]7[illegible]Hadoop[illegible](Apache Hadoop Distribution)[illegible]Hadoop[illegible]

☆IBM

IBM[illegible]“3A5[illegible]”[illegible]IBM[illegible]

[illegible]IBM[illegible]Hadoop[illegible]InfoSphere BigInsights[illegible]InfoSphere Streams[illegible]InfoSphere Warehouse[illegible]etezza[illegible](Information Integration and Governance)[illegible]Optim[illegible]Guardium[illegible]

☆Hortonworks

2011[illegible]Hortonworks[illegible]8[illegible]Hadoop[illegible](Hortonworks Data Platform[illegible]HDP)[illegible]Hadoop 0.23[illegible]HDP 2.0[illegible]Hadoop[illegible]MapReduce[illegible]

[illegible]Hortonworks[illegible]IBM[illegible]Hadoop[illegible]Talend[illegible]Talend[illegible] Open Studio for Big Data[illegible]

☆[illegible]Microsoft Corporation[illegible]

[illegible]IT[illegible]2006[illegible]Hadoop[illegible]Dryad[illegible]

2011[illegible]SQL[illegible]SQL Server 2012[illegible]Windows Azure Marketplace[illegible]SharePoint[illegible]

☆[illegible]SAP[illegible]

□□□1972□□□2012□□8□□□□□□□□SAP BusinessObjects BI□□□4.0□□□□□□□□□□□feature pack 3□□□□□□□□□□□□

□SAP HANA□□□

☆□□□□Oracle□

□2009□□□Sun Microsystems□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□2011□□□□□□□□(BDA)□Exalytics□□□□□□□□□□□□□□□□□□□□□□□□□□□□2012□□□□□□□□BDA□Exalytics□□□□□□□□□□□□□□□□□□

2012□12□13□□□□□□□□□□□□□□□□□□□□□□□DataRaker□□

☆□□□VMware□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□Hadoop□□□□□□□□□□□□□□□□□□□□□□□□□Cetas□vFabric Data□□HVE(Hadoop Virtualization Essential)□□□□□Serengeti□□□□□□□□□□□□□□□□□□□□

☆Cloudera

Cloudera□□□□□□□□□Facebook□□□□□□□□□□□□·□□□□(Jeff Hammerbacher)□□□□□□·□□□□□(Christophe Bisciglia)□□·□□□□□(Amr Awadallah)□□□□CEO□□□□□□□□□□□·□□□(Mike Olson)□2008□□□□□□□□□NoSQL□Hadoop□□□□□□□□□□7600□□□□□□□

□2010□6□□□□□□□□□□□□□□□□□□□□□□□□□Cloudera□□Apache Hadoop□□□□□□□□Cloudera□□

☆MapR

MapR□□□MapR□□□□□□Hadoop□□□□□□□□□□□□□□□□□□□□□Hadoop□□□□□□□□□EMC□Greenplum HD□□□Hadoop□□□□□□□

□□□□MapR□□□□□□□□□□□□MapR M7□□□□Hadoop□NoSQL□□□□□□□□□□□□□□□□

☆Splunk

2003□□□□□2012□□□□□□□□□□□□□□□Splunk□□□□□□□“□□□□□□□□”□□□□□□□□□□□□□□□□□□□□□□□□□□Machine Data□□□□□□□□□□□

□□□□□Splunk Free□□□□□□□□□□Splunk Enterprise□□□□□□□□□□□
□□□□□□□□

□□□□□□□□□□□□Splunk□□□□□□□□□Splunk for Citrix XenDesktop□□□□□□□2012□□□□□Splunk App for PCI Compliance 2.0□□□□□□□

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]2012[illegible]300[illegible]IT[illegible]4[illegible]2500[illegible]

[illegible]100TB[illegible]NSA[illegible]24TB[illegible]NSA[illegible]45[illegible]CIO[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]PB[illegible]95%[illegible]0.5TB[illegible]40TB[illegible]

[illegible]NSA[illegible]5[illegible]20[illegible]500[illegible]NSA[illegible]

[illegible]500[illegible]500[illegible]5[illegible]

[illegible]PB[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

● [illegible]

● [illegible]

● [illegible]

[illegible]

[illegible]

[illegible]5[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

☆[illegible]——[illegible]

[illegible]·[illegible]PRISM[illegible]NSA[illegible]

[illegible]10[illegible]

1.[illegible]

2.[illegible]

[illegible]

[illegible]7[illegible]2000[illegible]2012[illegible]1477[illegible]

[illegible]“[illegible]100%[illegible]100%[illegible]100%[illegible]”[illegible]“[illegible]”

[illegible]99%[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

☆[illegible]——[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

[illegible]

[illegible]

[illegible]U[illegible]MSN[illegible]QQ[illegible]

[illegible]

[illegible]

[illegible]

[illegible](Verizon)[illegible]——[illegible]

[illegible]

[illegible]

1978[illegible]FISA[illegible]1986[illegible]ECPA[illegible]1994[illegible]CALEA[illegible]

[illegible]

[illegible]“[illegible]”[illegible]9[illegible]IT[illegible]2007[illegible]9[illegible]11[illegible]2012[illegible]10[illegible]IBM[illegible]IT[illegible]

[illegible]

[illegible]MSN[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]1995[illegible]

[illegible]TAO[illegible]

[illegible]

[illegible]

[illegible]NSA[illegible]20[illegible]5000[illegible]G[illegible]500[illegible]NSA[illegible]Accumulo[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]4.4[illegible]70[illegible]70[illegible]630[illegible]1[illegible]4[illegible]95%[illegible]1[illegible]

[illegible]

[illegible]

[illegible]Boundless Informant[illegible]

[illegible]“[illegible]”[illegible]

[illegible]Narus[illegible]3[illegible](Einstein 3)[illegible]

[illegible]

[illegible]

[illegible]163[illegible]169[illegible]80%[illegible]CHINANET[illegible]CERNET[illegible]CSTNET[illegible]CHINAGBN[illegible]

[illegible]

[illegible]

CHAPTER 2 [illegible]

[illegible]

● [illegible]

● [illegible]

● [illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]2020[illegible]220[illegible]

[illegible]15[illegible]50[illegible]60[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]SWIFT[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

[illegible]

[illegible]iPad[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]IP[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]24[illegible]

[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]Creve[illegible]3D[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]post-SQL[illegible]”[illegible]

[illegible]

[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]Feedback Economy[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

2013[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”“[illegible]”[illegible]“5[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1000T[illegible]1T=1024G[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]——[illegible]

[illegible]——[illegible]

…………

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]30[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]Information Explosion[illegible]

[illegible]20[illegible]80[illegible]1980[illegible]1990[illegible]20[illegible]90[illegible]90[illegible]“[illegible]”[illegible]

[illegible]

[illegible]24[illegible]

[illegible]

1.[illegible]

2.[illegible]

3.[illegible]

4.[illegible]

5.[illegible]“[illegible]”[illegible]

☆[illegible]

1.[illegible]5[illegible]30[illegible]5000[illegible]

2.[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

3.[illegible]

4.[illegible]“[illegible]”[illegible]

[illegible]

5.[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”

[illegible]

[illegible]

[illegible]15[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

1.[illegible]10%[illegible]100[illegible]10[illegible]90[illegible]

2.[illegible]

[illegible]

[illegible]20[illegible]20[illegible]20[illegible]

☆[illegible]

[illegible]

[illegible]2007[illegible]1.83[illegible]

[illegible]30[illegible]——[illegible]——[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]20[illegible]90[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

CHAPTER 3 [illegible]

[illegible]

[illegible]2013[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]IT[illegible]IT[illegible]IT[illegible]

[illegible]2012[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]“[illegible]IT[illegible]”

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]Excel[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]21[illegible]“[illegible]”

[illegible]cookie[illegible]

[illegible]

[illegible]IT[illegible]IBM[illegible]EMC[illegible]IT[illegible]

[illegible]

[illegible]CPU[illegible]5[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]IT[illegible]

[illegible]IT[illegible]

☆[illegible]

[illegible]

[illegible]·[illegible]·[illegible]

[illegible]

[illegible]……[illegible]

[illegible]

[illegible]30%[illegible]……[illegible]

[illegible]

[illegible]2012[illegible]7-11[illegible]“[illegible]15[illegible]5%”[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]PC[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]

Web 2.0[illegible]

[illegible]“[illegible]”[illegible]

[illegible]IT[illegible]“[illegible]”

[illegible]

[illegible]——[illegible]

“[illegible]IT[illegible]”[illegible]IT[illegible]

“[illegible]IT[illegible]”

[illegible]

[illegible]300[illegible]

[illegible]“[illegible]” [illegible]Facebook[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]2008[illegible]

[illegible]

[illegible]QQ[illegible]

[illegible]

[illegible]2011[illegible]……[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]30[illegible]60[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]2020[illegible]500[illegible]10[illegible]1/10[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]——[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] “[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]IT[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

1.[illegible]

2.[illegible]

3.[illegible]

4.[illegible]

[illegible]“[illegible]”

[illegible]1[illegible]10[illegible]2011[illegible]20[illegible]30[illegible]

[illegible]2013[illegible]

[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]2[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”

[illegible]2006[illegible]

[illegible]2010[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

[illegible]20[illegible]

[illegible]11[illegible]“[illegible]”[illegible]IT[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]IT[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

CHAPTER 4

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]IT[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

● [illegible]

● [illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]Cloud Computing[illegible]“[illegible]”

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]IT[illegible]

[illegible]IT[illegible]

[illegible]NIST[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]XenSystem[illegible]Intel[illegible]IBM[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]IT[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]Google Docs[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]URL[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]IT[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]……[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]IT[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]iPhone[illegible]

[illegible]

[illegible]

[illegible]IT[illegible]

☆1+1[illegible]2

[illegible]18[illegible]19[illegible]20[illegible]50[illegible]80[illegible]

[illegible]

[illegible]2100[illegible]RFID[illegible]

[illegible]

[illegible]

[illegible]1+1[illegible]2[illegible]

[illegible]IT[illegible]CIO[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]IT[illegible]

[illegible]

[illegible]IT[illegible]CIO[illegible]

☆

A

EC2 S3
CPU
CPU ( )

44
1

200
100
Gmail Docs
Google Docs

“ ”
Google App Engine
GFS MapReduce BigTable

IBM 2007 11 IBM “ ”

PC 2008 10
Windows Azure Azure(“ ”) Windows DOS
Windows PC “
” Windows “ ”
Azure

☆

CEO

2008 5 10 IBM

2008 6 24 IBM IBM ——IBM

2008[illegible]11[illegible]28[illegible]2[illegible]

2008[illegible]12[illegible]30[illegible]2009[illegible]“[illegible]”[illegible]

2009[illegible]CloudEx[illegible]CloudEx Computing Service,[illegible]CloudEx Storage Service[illegible]

[illegible]2010[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]MCAFEE[illegible]SYMANTEC[illegible]PANDA[illegible]360[illegible]2009[illegible]2009[illegible]1[illegible]8[illegible]765[illegible]

[illegible]55[illegible]2.5[illegible]99%[illegible]1000[illegible]

[illegible]2003[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

IEEE Cluster 2003[illegible]2004[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]Facebook[illegible]

[illegible]“[illegible]+[illegible]+[illegible]”[illegible]IBM[illegible]

[illegible]

[illegible]

[illegible]cookie[illegible]

[illegible]pattern([illegible])[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]
[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1999[illegible]2003[illegible]1[illegible]2004[illegible]

[illegible]“[illegible]”[illegible]UC[illegible]“[illegible]”[illegible]

☆[illegible]——[illegible]

[illegible]2010[illegible]

☆[illegible]——[illegible]

[illegible]1999[illegible]

☆[illegible]——[illegible]

[illegible]2009[illegible]4[illegible]phpwind[illegible]8[illegible]25[illegible]eBay[illegible]Auctiva[illegible]

☆[illegible]——[illegible]

[illegible]“[illegible]”[illegible]2010[illegible]8[illegible]3500[illegible]2012[illegible]10[illegible]2013[illegible]5[illegible]2.94[illegible]28%[illegible]

☆[illegible]——[illegible]

[illegible]2009[illegible]5.4[illegible]2011[illegible]CNZZ[illegible]2013[illegible]11[illegible]10[illegible]

☆[illegible]——[illegible]

[illegible]2010[illegible]10[illegible]1500[illegible]2580[illegible]

[illegible]10.88%[illegible]

☆[illegible]——[illegible]

[illegible]2010[illegible]6[illegible]25[illegible]SaaS[illegible]Vendio Services[illegible]11[illegible]16[illegible]

☆[illegible]——[illegible]

[illegible]2012[illegible]11[illegible]2013[illegible]4[illegible]7[illegible]5.86[illegible]18%[illegible]

[illegible]

[illegible]2012[illegible]7[illegible]CBBS[illegible]C[illegible]B[illegible]B[illegible]S[illegible]B[illegible]C[illegible]

[illegible]“[illegible]CBBS[illegible]”

[illegible]IT[illegible]90%[illegible]IT[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

QQ … 10 … “ … ”

2012 … CEO … “ … ”

(CDG) … (IEG) … (MIG) … (OMG) … (SNG) … (TEG) … (ECC)

“ … ” … “ … ” … QQ … QQ

☆

“ … SNS … ”

QQ … QQ … QQ … IM … 7 … QQ … 5.5 … 2

QQ

“ … ”

☆ … Facebook

869 … 85% … 560 … 90%

“ … ”

[illegible]

[illegible]CEO[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

360[illegible]

[illegible]360[illegible]360[illegible]

[illegible]2011[illegible]360[illegible]2000[illegible]1[illegible]360[illegible]

360[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]360[illegible]2013[illegible]8[illegible]16.85T[illegible]81.24GB[illegible]31[illegible]30[illegible]IP[illegible]50[illegible]

360[illegible]

[illegible]Scribe[illegible]Storm[illegible]Inotify[illegible]Rsync[illegible]Scribe[illegible]Hadoop[illegible]M/R[illegible]360[illegible]52%[illegible]14%[illegible]10%[illegible]19%[illegible]

360[illegible]

[illegible]360[illegible]

360[illegible]

[illegible]“[illegible]”[illegible]

[illegible]360[illegible]360[illegible]360[illegible]360[illegible]360[illegible]360[illegible]

[illegible]2013[illegible]360[illegible]2[illegible]6[illegible]PC[illegible]4.61[illegible]96%[illegible]360[illegible]3.38[illegible]70%[illegible]360[illegible]3.3[illegible]70%[illegible]360[illegible]18%[illegible]

[illegible]2006[illegible]360[illegible]

● [illegible]360[illegible]

● [illegible]360[illegible]360[illegible]

● [illegible]360[illegible]“[illegible]”[illegible]

[illegible]360[illegible]DNA[illegible]360[illegible]4[illegible]

[illegible]360[illegible]

[illegible]“[illegible]”

360[illegible]360[illegible]4[illegible]“[illegible]”[illegible]

[illegible]360[illegible]“[illegible]”[illegible]360[illegible]360[illegible]

[illegible]

360[illegible]360[illegible]BitDefender[illegible]360[illegible]360[illegible]360QVM[illegible]

[illegible]360[illegible]360[illegible]360[illegible]“[illegible]”[illegible]“[illegible]”[illegible]360[illegible]360[illegible]

[illegible]

360[illegible]360[illegible]PeopleRank[illegible]

[illegible]

360[illegible]

[illegible]“[illegible]”[illegible]360[illegible]

[illegible]

360[illegible]“[illegible]”[illegible]

[illegible]360[illegible]

[illegible]

360[illegible]Chromium[illegible]Chromium[illegible]

[illegible]

360[illegible]IP[illegible]

[illegible]

360[illegible]Android[illegible]360[illegible]360[illegible]Android[illegible]

[illegible]

[illegible]

2012[illegible]“[illegible]”[illegible]IT[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]95%[illegible]50[illegible]87%[illegible]60[illegible]50[illegible]

[illegible]5.5[illegible]1.9[illegible]MP3[illegible]

[illegible]

☆[illegible]

[illegible]

☆[illegible]

[illegible]2012[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]MP3[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]IT[illegible]

[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]

[illegible]360[illegible]

CHAPTER 5

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]IT[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

1.[illegible]

2.[illegible]

3.[illegible]

[illegible]

☆“[illegible]”[illegible]

[illegible]

1.[illegible]+[illegible]+[illegible]

2.[illegible]

3.[illegible]

[illegible]

2B[illegible]Inrix[illegible]GPS[illegible]

2C[illegible]Inrix[illegible]

2D[illegible]VISA[illegible]210[illegible]15[illegible]650[illegible]

☆“[illegible]”[illegible]

[illegible]2B[illegible]4[illegible]

1.[illegible]Teradata[illegible]

2.[illegible]IT[illegible]IBM[illegible]IT[illegible]

3.[illegible]“[illegible]”[illegible]

4.[illegible]E2E[illegible]Bigdata as a service[illegible]RJMetrics[illegible]7[illegible]500[illegible]GoodData[illegible]IT[illegible]

[illegible]2C[illegible]

☆“[illegible]”[illegible]

[illegible]

1.[illegible]

[illegible]——

2B[illegible]Inrix[illegible]

2C[illegible]Flight caster[illegible]FlyOnTime.us[illegible]

2.[illegible]([illegible])[illegible]

[illegible]——

2B[illegible]GFK[illegible]([illegible])[illegible]

[illegible]“[illegible]+[illegible]”[illegible]

[illegible]2012[illegible]501.75[illegible]107.4[illegible]2017[illegible]500[illegible]2012[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]85%[illegible]15%[illegible]90%[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]50%[illegible]

[illegible]

[illegible]Gartner[illegible]2012[illegible]Gartner[illegible]3[illegible]5[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]2012[illegible]75%[illegible]

“[illegible]”——[illegible]

[illegible]“[illegible]”[illegible]

[illegible],[illegible]

2011[illegible]9[illegible]2[illegible]1[illegible]

[illegible]

☆“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]20[illegible]

[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]1.68[illegible]DVD[illegible]2940[illegible]

[illegible]200[illegible]770[illegible]37.8[illegible]37.1[illegible]……[illegible]

[illegible]2000[illegible]

[illegible]10[illegible]Facebook[illegible]600[illegible]……[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]SQL[illegible]

☆[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]ID[illegible]“1000001234”[illegible]

[illegible]

[illegible]URL[illegible]

[illegible]Wordpress[illegible]10%[illegible]10%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1969[illegible]4[illegible]——[illegible]4[illegible]5[illegible]13[illegible]1[illegible]12[illegible]9[illegible]1[illegible]

[illegible]28[illegible]

[illegible]

CHAPTER 6 [illegible]

[illegible]——[illegible]

“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”

[illegible]2009[illegible]2003[illegible]2008[illegible]5000[illegible]——[illegible]

[illegible]“[illegible]”

[illegible]45[illegible]97%[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]ERP[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]Twitter[illegible]

[illegible]

[illegible]2[illegible]2[illegible]3.9[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]100[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

● [illegible]95%[illegible]5%[illegible]

● [illegible]

● [illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

CHAPTER 7 [illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]2009[illegible]“[illegible]”[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]+[illegible]+SNS[illegible]“[illegible]”[illegible]SNS[illegible]

“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]2013[illegible]“[illegible]”[illegible]90[illegible]29[illegible]

[illegible]

[illegible]

“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]20[illegible]

[illegible]

[illegible]“[illegible]”[illegible]2013[illegible]2[illegible]CEO[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]30[illegible]

[illegible]10[illegible]

[illegible]20[illegible]

[illegible]——[illegible]

[illegible]

[illegible]VIP[illegible]

[illegible]10[illegible]10[illegible]10[illegible]90[illegible]10[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]500[illegible]

[illegible]

[illegible]

[illegible]

[illegible]PC[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]——[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]2.8ZB(1ZB=1024GB)[illegible]2015[illegible]3/4[illegible]180[illegible]MB[illegible]5000MB[illegible]

[illegible]

“[illegible]”[illegible]

[illegible]Facebook[illegible]Facebook[illegible]Facebook[illegible]111MB[illegible]Facebook[illegible]10[illegible]100PB(1PB=1024GB)[illegible]

[illegible]·[illegible]·[illegible]80[illegible]80%[illegible]32000[illegible]307[illegible]396[illegible]GPS[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

20[illegible]20[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

CHAPTER 8 [illegible]

[illegible]

[illegible]

[illegible]0[illegible]1[illegible]14[illegible]1[illegible]2[illegible]6[illegible]2[illegible]3[illegible]4[illegible]5[illegible]1[illegible]

[illegible]2013[illegible]10[illegible]6[illegible]

[illegible]5.0[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“O2O”[illegible]

[illegible]

☆“[illegible]”——[illegible]

[illegible]2013[illegible]9[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]1000[illegible]500%[illegible]“[illegible]”[illegible]10[illegible]1500[illegible]“[illegible]”[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]——[illegible]——[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]FriendFeed[illegible]FriendFeed[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

QQ

……

“size”

2000 3000

2013

“ ”

?

[illegible]“The-Number”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]4A[illegible],[illegible]

[illegible]2012[illegible]50[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]GPS[illegible]

[illegible]

[illegible]360[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible] 70% [illegible]

[illegible]

CHAPTER 9 [illegible]

[illegible]——[illegible]

[illegible]HR[illegible]HR[illegible]

[illegible]IBM[illegible]Professional Marketplace[illegible]IBM[illegible],[illegible]

[illegible]Professional Marketplace[illegible]

☆[illegible]

[illegible]

[illegible]HR[illegible]

[illegible]

[illegible]HR[illegible]

[illegible]

[illegible]“[illegible]”“[illegible]”[illegible]

[illegible]SaaS[illegible]

[illegible]HR[illegible]

☆[illegible]

[illegible]CEO[illegible]CFO[illegible]

[illegible] IT [illegible]

[illegible] EPM [illegible]

[illegible] EPM [illegible] KPI [illegible] EPM [illegible] KPI [illegible] eBay [illegible]

[illegible] IT [illegible]

[illegible]

[illegible]

[illegible] KPI [illegible] Net Promoter Score [illegible] Facebook [illegible] Twitter [illegible]

[illegible]

[illegible] IT [illegible] “[illegible]” [illegible]

Google Trend [illegible] Google Trend [illegible]

Social Mention [illegible]

TripAdvisor [illegible] TripAdvisor [illegible]

[illegible] Kaggle [illegible] “[illegible]” [illegible] 340% [illegible]

[illegible]

[illegible] SaaS [illegible]

[illegible]Hadoop[illegible]

☆[illegible]

[illegible]

[illegible]10[illegible]

[illegible]300[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

2003[illegible]·[illegible]——[illegible]·[illegible]

[illegible]“[illegible]”[illegible]2002[illegible]

[illegible]103[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]——[illegible]

[illegible]98%[illegible]2007[illegible]

[illegible]

[illegible]

[illegible]

[illegible]HR[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]people analytics[illegible]

“[illegible]”[illegible]KPI[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

“[illegible]”[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]20[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]——[illegible]20[illegible]

[illegible]

[illegible]20[illegible]50[illegible]

[illegible]“[illegible]”[illegible]1950[illegible]

[illegible]IQ[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

1956[illegible]·[illegible]

“[illegible]”[illegible]

[illegible]1990[illegible]20[illegible]HR[illegible]

[illegible]·[illegible]“[illegible]20[illegible]70[illegible]”

[illegible]

[illegible]1964[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]——[illegible]80%[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]6[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] Hadoop [illegible] 2008 [illegible] Hadoop [illegible] 5 [illegible] 7 [illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible] Wibidata [illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]——[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]CIA[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]“[illegible]”

[illegible]GPS[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]2013[illegible]CEO[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]2007[illegible]4[illegible]2008[illegible]5[illegible]1[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]

☆[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

☆[illegible]

[illegible]

☆[illegible]

[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

CHAPTER 10

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”——[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]API[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

1.[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

2.[illegible]

[illegible]

3.[illegible]

[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]——[illegible]QQ[illegible]

☆[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]2003[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”

[illegible]

[illegible]

☆[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]——[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

● [illegible]

● [illegible]

● [illegible]

● [illegible]

● [illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]Nike+[illegible]2006[illegible]

[illegible]Nike+iPod[illegible]

[illegible]Nike+[illegible]“[illegible]”[illegible]iPod[illegible]

[illegible]

[illegible]2013[illegible]27[illegible]23%[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]30[illegible]27[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]15[illegible]”[illegible]15[illegible]“[illegible]”[illegible]15[illegible]

[illegible]90%[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

CHAPTER 11 [illegible]

[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]10[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

☆[illegible]

[illegible]

[illegible]

[illegible]24[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]2002[illegible]——[illegible]

[illegible]——[illegible]……[illegible]

[illegible]

[illegible]“[illegible]”

☆[illegible]“[illegible]”——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]toxic data[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

1.[illegible]

2.[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]2009[illegible]Data.gov[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]——[illegible]Jobs[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]20[illegible]20[illegible]27[illegible]

[illegible]150[illegible]200[illegible]“[illegible]”[illegible]

[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

——[illegible]

——[illegible]

——[illegible]“[illegible]”[illegible]

——[illegible]

——[illegible]

——[illegible]

——[illegible]

——[illegible]

[illegible]

[illegible]

[illegible]

● [illegible]

[illegible]“[illegible]”[illegible]

● [illegible]

[illegible]

● [illegible]

[illegible]

● [illegible]

[illegible]

[illegible]

[illegible]“[illegible]”——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]

● [illegible]

● [illegible]

● [illegible]

[illegible]2011[illegible]2013[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]4[illegible]V

Volume——[illegible]

Velocity——[illegible]

Variety——[illegible]

Value——[illegible]

☆[illegible]“[illegible]”[illegible]

[illegible]IDG[illegible]

[illegible]2011[illegible]1.8ZB[illegible]

[illegible]2012[illegible]2.8ZB[illegible]

[illegible]2020[illegible]40ZB[illegible]

[illegible]IDG[illegible]2016[illegible]1.3ZB[illegible]——[illegible]2003[illegible]5EB[illegible]2010[illegible]5EB[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]360[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]2015[illegible]10[illegible]20[illegible]

[illegible]

[illegible]

☆[illegible]——[illegible]

[illegible]

[illegible]

[illegible]

[illegible]——[illegible]

[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

1.[illegible]

2.[illegible]

3.[illegible]